



TOBACCO PREVENTION AND CONTROL BRANCH

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www.QuitlineNC.com

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Mission

The North Carolina Tobacco Prevention and Control Branch works to improve the health of North Carolina residents by promoting smoke-free environments and tobacco-free lifestyles. Our goal is to build capacity of diverse organizations and communities to implement and carry out effective, culturally appropriate strategies to reduce deaths and health problems due to tobacco use and secondhand smoke.

N.C. Tobacco Prevention and Control Branch

www.tobaccopreventionandcontrol.ncdhhs.gov

Program Goals

Tobacco use remains the number one preventable cause of early death and disease in the United States and North Carolina. It is responsible for one in five deaths in North Carolina and is a risk factor for heart disease, many cancers and asthma. Direct medical costs from smoking are estimated at \$3.8 billion each year. Lost productivity due to tobacco use costs the state of North Carolina an additional \$3.5 billion per year. The good news is that there are evidence-based strategies to prevent and reduce tobacco use. The Tobacco Prevention and Control Branch (TPCB) has worked with many partners since 1990 to make steady progress to identify and eliminate tobacco-related health disparities, burdens and costs by implementing proven strategies addressing four goals:

- **Prevent the initiation** of smoking and other tobacco use;
- Eliminate exposure to **secondhand smoke**;
- Help tobacco-users who want to **quit**; and
- Identify and eliminate tobacco-related **health disparities** among populations by addressing health equity in each goal area

Prevent the initiation of smoking and other tobacco use: North Carolina has recorded significant decreases in the use of tobacco by young people. **North Carolina's middle school smoking rate decreased by more than half between 2003 and 2011, dropping from 9.3 percent to 4.3 percent.** Similarly, North Carolina's high school smoking rate decreased between 2003 and 2011, dropping from 27.3 percent to 15.5 percent. During this time, North Carolina's progress includes:

- 100% Tobacco-Free School Campuses for all 115 N.C. School districts
- Smoke-free/Tobacco-free Campuses in currently 36 of 58 N.C. community colleges

Continued progress is essential for the state to achieve the Healthy N.C. 2020 objective to decrease the percentage of high school students reporting current use of any tobacco product from 25.8 percent to 15 percent.

Eliminate Exposure to Secondhand Smoke: Following the successful implementation of the 2010 N.C. smoke-free restaurants and bars law, N.C. documented a **21 percent decline in average weekly Emergency Department (ED) visits for heart attacks**; and North Carolinians with asthma were 7 percent less likely to have an ED visit. Building on these recent successes, local ordinances in government buildings, on government grounds, and in indoor public places continue to increase. Voluntary smoke-free policies in N.C. multi-unit residential housing are also increasing. As of 2013:

- 13 counties and 44 municipalities have 100 percent smoke-free / tobacco-free government grounds
- 16.5 percent of N.C. affordable housing properties have smoke-free residential units

Help Tobacco Users Who Want to Quit: In the past fiscal year, two-thirds of the tobacco users enrolled in QuitlineNC were uninsured or Medicaid insured. **Since QuitlineNC began, approximately 13,500 North Carolina residents have quit tobacco use for good.** The return on investment (ROI) for the State Health Plan's investment in QuitlineNC services for its members has been \$4 for every \$1 invested. TPCB completed five education campaigns via media that included QuitlineNC promotion, a secondhand smoke educational campaign, a teen tobacco use prevention campaign and a North Carolina placement of the CDC's "Tips from Former Smokers" Campaign, aimed at increasing tobacco cessation among adults. QuitlineNC enrollments continue to increase:

- 16,511 tobacco users enrolled in QuitlineNC in 2013
- Of those, 8,332 also received free nicotine replacement therapy from QuitlineNC



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